

den

7/3

sharp

niche

6th June 08

Hi ALL,

We are really sorry for not replying to your comments as we have just renamed our store from Niche

to SUP. However, we still have niche products in our store in Singapore. Right now we are concentrating on

SUP.

Here's our website: www.supclothing.com

For wholesale please contact: info@supclothing.com

Thank you for all your support once again.

8 Oct 07

Hi, we are doing Year end sale, Everything must go! While stocks Last!!!

Simplicity is the modern cool.



Click this link: <http://niche-street.com/for-him/>

13 July 2007

The world's first custom Tivoli Audio Model One Art Radio (Material World) is sold out!

The latest design "NINJA SPERM" is another collector's item, only 1 piece of this design is available in the world!

Ninja Sperm will be your most favourite radio! With pac-man & cherry theme, Ninja Sperm rocks your world with great design and power music!

Niche has been blessed to collaborate with Tivoli Audio (High-end radio manufacturer) and Itchyhandz again! Niche is also the first and only boutique to retail the world's famous customised Model One art radio. Do check out **Niche** at **34 Haji Lane Singapore 189227** . If u want to buy this product, kindly contact them at: niche@singapore.com . Itchyhandz is the only one officially endorsed by TivoliAudio for this concept pieces. Watch out for more designs this summer!



8 July 2007

L'île Aux Ashby pour homme accessories- Available only in Niche!



Li'le Aux Ashby pour homme accessories is an invention of recipes for the vain soul.

The ingredients are selected for their finest aesthetic flavor, playing with shapes and forms, mixing the hard with the soft, juxtaposing the quirky with the vintage, the old with the new, sometimes a little bit outlandish behavior or a little bit rock 'n' roll.

Li'le aux Ashby pour homme accessories are artfully designed as extensions of one's self and not just as vacuous decorations to be worn mindlessly. Designed to enhance and meld with one's personality, it's distinctively edgy, yet stylishly wearable. Pour homme collection pieces are never about flaunting the size of that stone.

4 July 2007

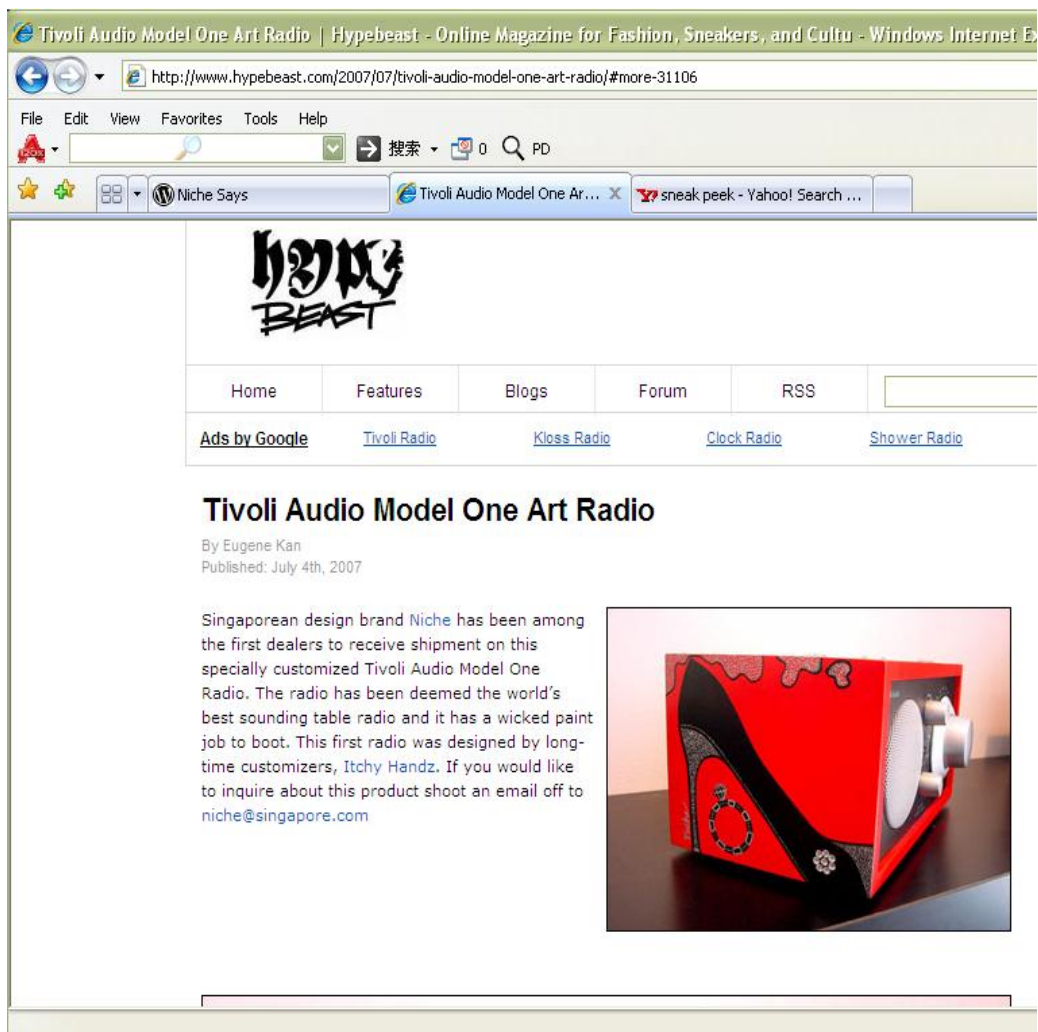
Sneak peek of Niche's very first collection, Simplicity Is Simply Niche- Check out the tab "Niche Collection"

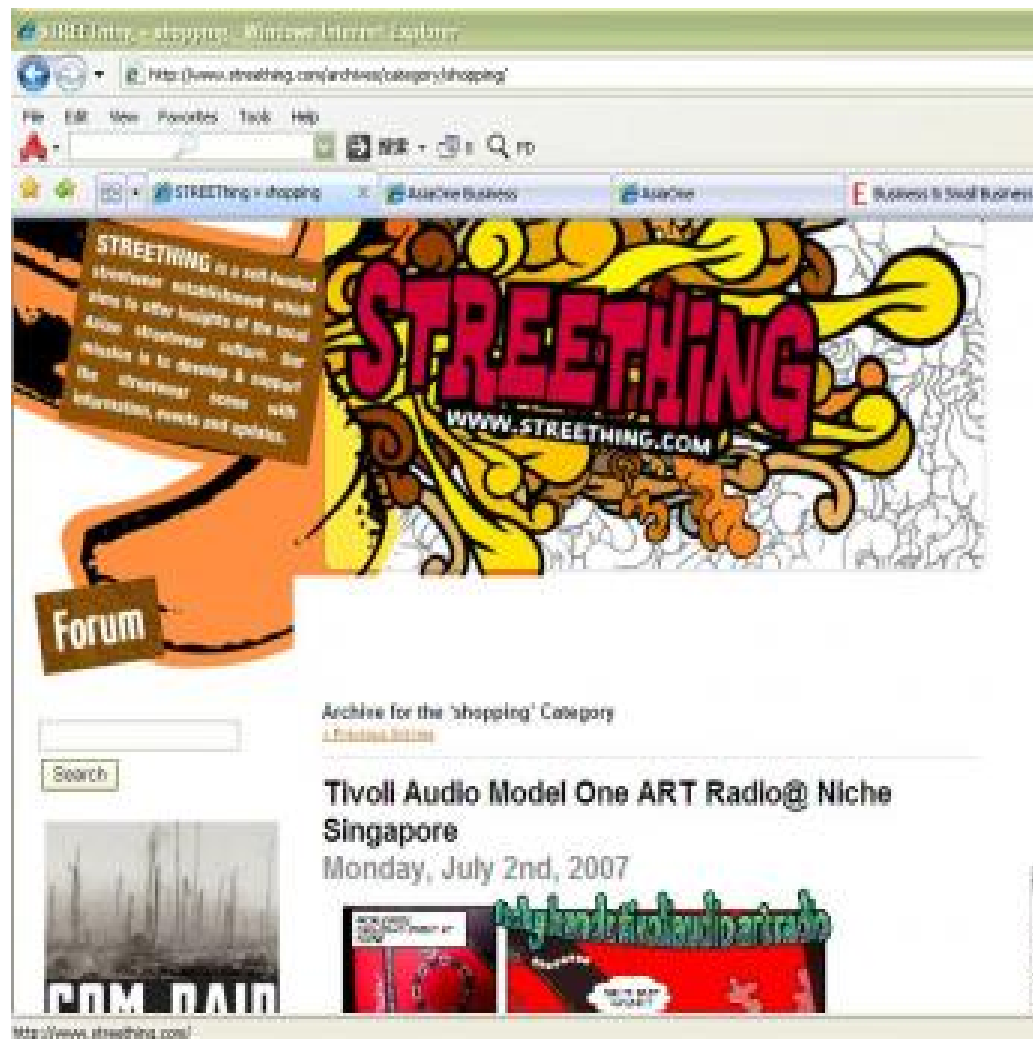
The real stuff is in 34 Haji Lane S189227 😊

We're preparing our product photobook – Will keep you updated!

1 July 2007

Custom Tivoli Audio Model One Art Series is also featured in **Streething, Slamxhype, Hypebeast** 😊





30 June 2007

Niche is the only store in the world to own the WORLD'S FIRST... Tivoli Audio Model One ART Radio! We have been blessed to collaborate with high end Audio manufacturer, TivoliAudio, and to retail their world's famous custom Model One. Officially launched on Saturday 30th June 2007, the very first piece in the world is available only at Urban Design retail store-Niche at **34 Haji Lane Singapore 189227**.

If you want to buy this product, kindly contact us at: niche@singapore.com

"MATERIAL WORLD"-specially made for the special lady who wants a cool and fashion statement radio. The customised designs will be extremely limited in nature and definitely will be collector's item from day one! **Itchyhandz** is the only one officially endorsed by TivoliAudio for this concept pieces. Watch out for more designs this summer!

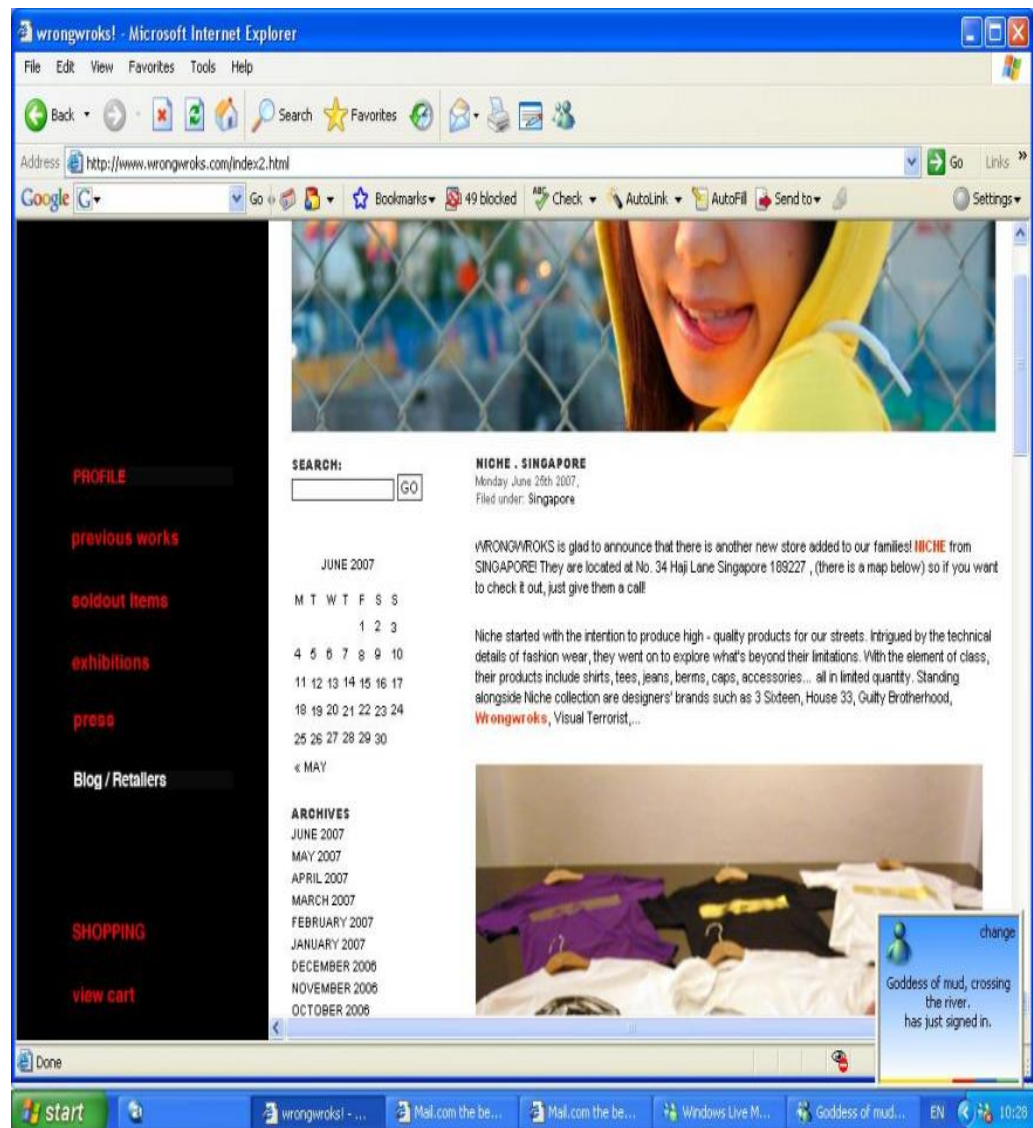




25 June 2007

<http://www.wrongwroks.com/index2.html>

WRONGWROKS is glad to announce that there is another new store added to our families! **NICHE** from SINGAPORE! They are located at No. 34 Haji Lane Singapore 189227 , so if you want to check it out, just give them a call!Niche started with the intention to produce high – quality products for our streets. Intrigued by the technical details of fashion wear, they went on to explore what's beyond their limitations. With the element of class, their products include shirts, tees, jeans, berms, caps, accessories... all in limited quantity. Standing alongside Niche collection are designers' brands such as 3 Sixteen, House 33, Guilty Brotherhood, **Wrongwroks**, Visual Terrorist,...



11 June 2007

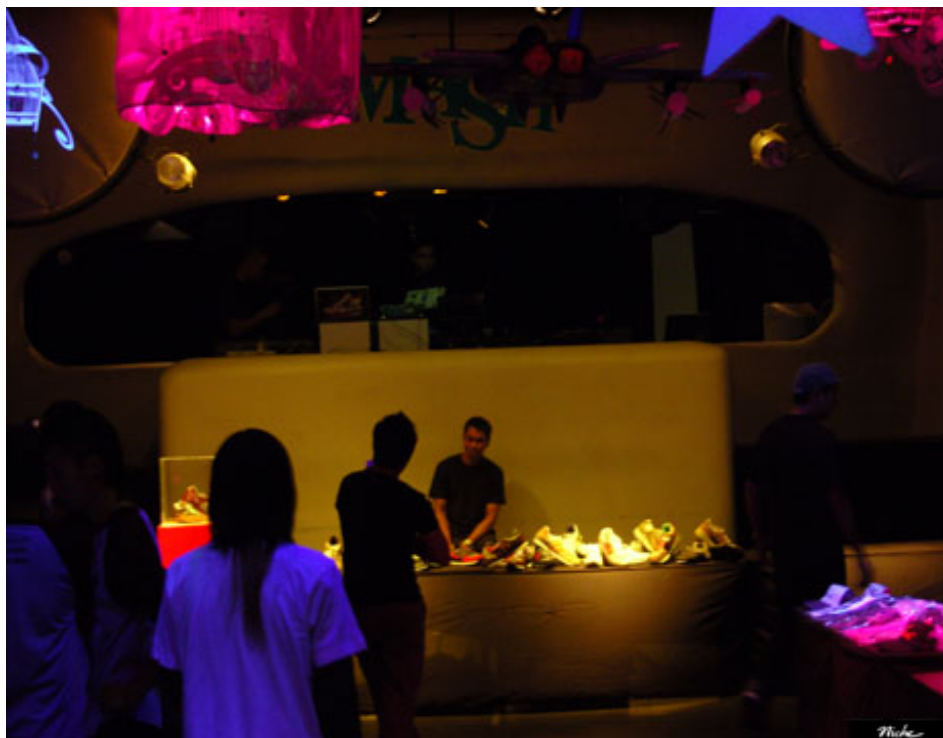
Went to **Zouk KL** with **Sole Obsession** for their SO x **Streething** Swop meet. It was great and I met some really nice people over there.

Here's Zouk KL with the Sole Obsession crew (Tiong, Eugene, Hidayat).





Preparing for the Event
(Tiong stressed up)



LOADS OF KICKS!!



Sole Obsession x Lazy Customs (Expect only the best from Tony)



Rare!



Niche + Sole Obsession + Lazy + Sean



The party started!! Great Vibe and music by DJ HAN(SneakerFreaker)



DOPE CREW on the left and HDLN CREW on the right, displaying their latest collections.



Arthur(New Balance Sg) and Ol Charlie(Left foot), Eugene and Hidayat.



Long walk from Zouk to Hotel after Vodka Redbull + Vodka Coke + Long Island + Hennessy
+ Roadside Crap!



Thats all for KL!



9 June 2007

Niche x Lazy customised Nike Dunk Low and New Balance are showcased in Kuala Lumpur Swop Meet – It is all happening in Zouk! Check here for more updates on the event



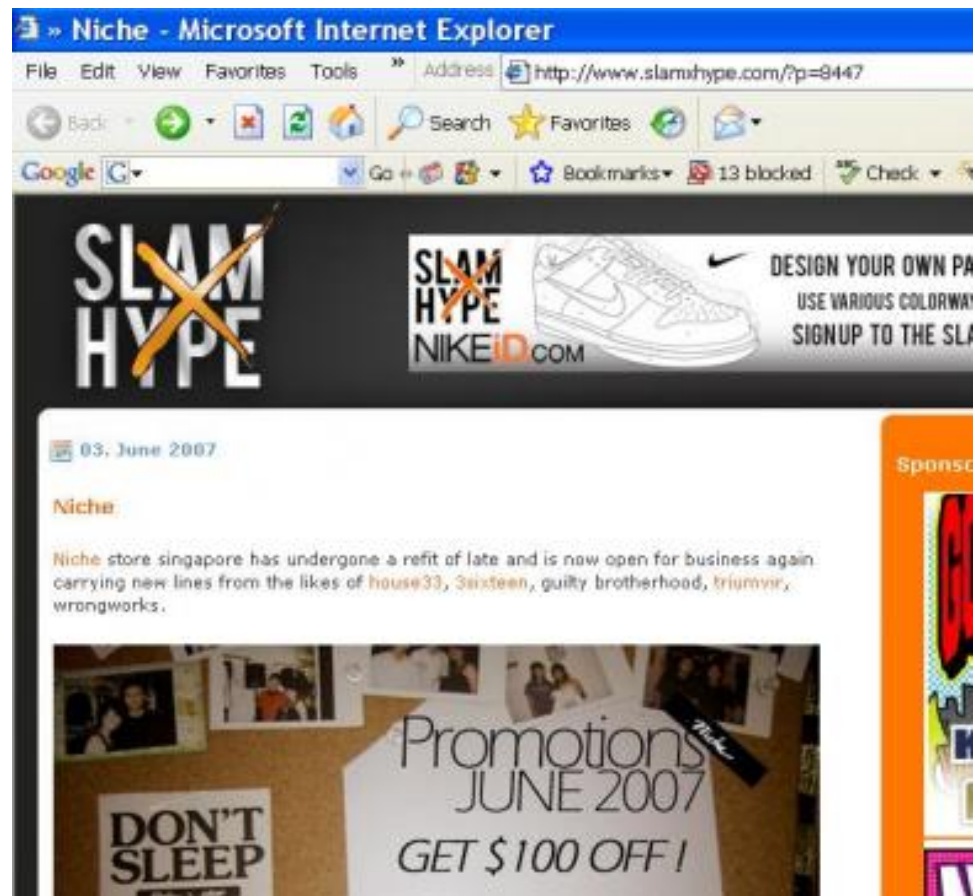
Niche New Balance 677 © akalazy - www.akalazy.com



Niche Dunk Low © akalazy - www.akalazy.com

3 June 2007

Niche in Slamxhype! (<http://www.slamxhype.com/?p=8447>)



25 May 2007

We met up with **Brian** (Owner of 8five2 and Know1edge) for a chat!

8five2 carries Alien Workshop, Creative Recreation, Lakai, UXA, Know1edge, In4mation, Crooks& Castle, Fucking Awesome, New Era fitted caps..... (For more info, check out www.8five2.com , www.know1edge.com)



Thanks for sharing with us your know1edge. Respect!



We went to **Silly thing** at Chai Wan- cool!



We also visited **Undercover**, next to Silly Thing. Flowers in the whole window display and even on the walls inside! Outstanding decor, and stylish clothes.



Back to Jaffe Road for dinner with : **Brian and Annie** (8five2 , Know1edge), **Kevin and Jason** (Hypebeast), and **Alyasha**(Fiberops). Great people! Aside from Brian and Annie who last came to SG years ago, the rest have not been to SG! We look forward to showing them ard sg...

After dinner, we hung out at **8five2**, and met Brian's friend- **Frankie**(Subcrew), who produces the best trucker caps



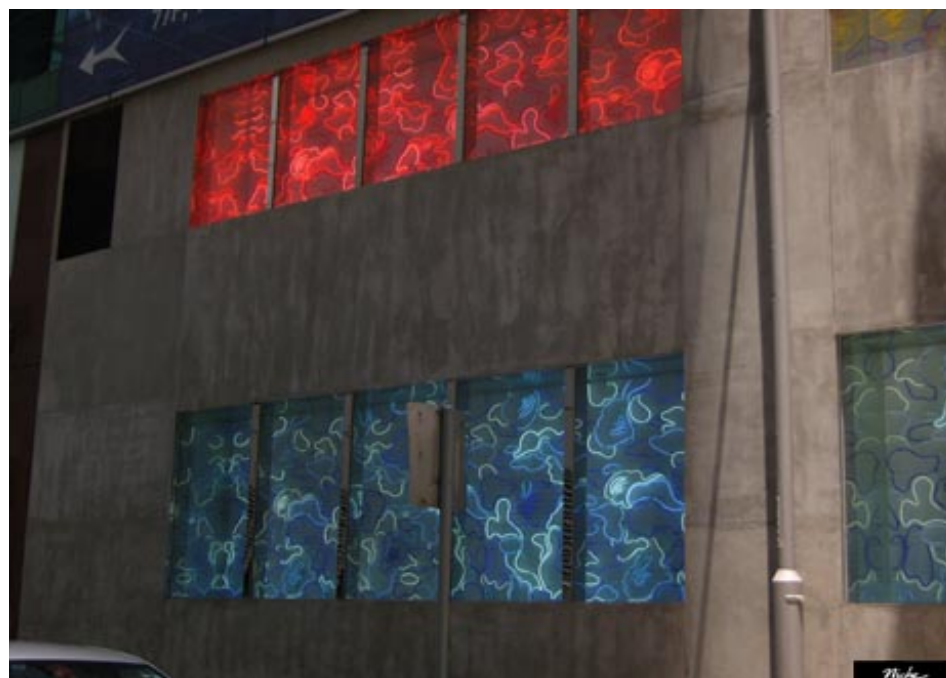
24 May 2007

Causeway Bay is one of our favourite places for shopping and food. Whenever we visit HK, we will definitely eat in Krispy Kreme because they serve the best doughnuts!!

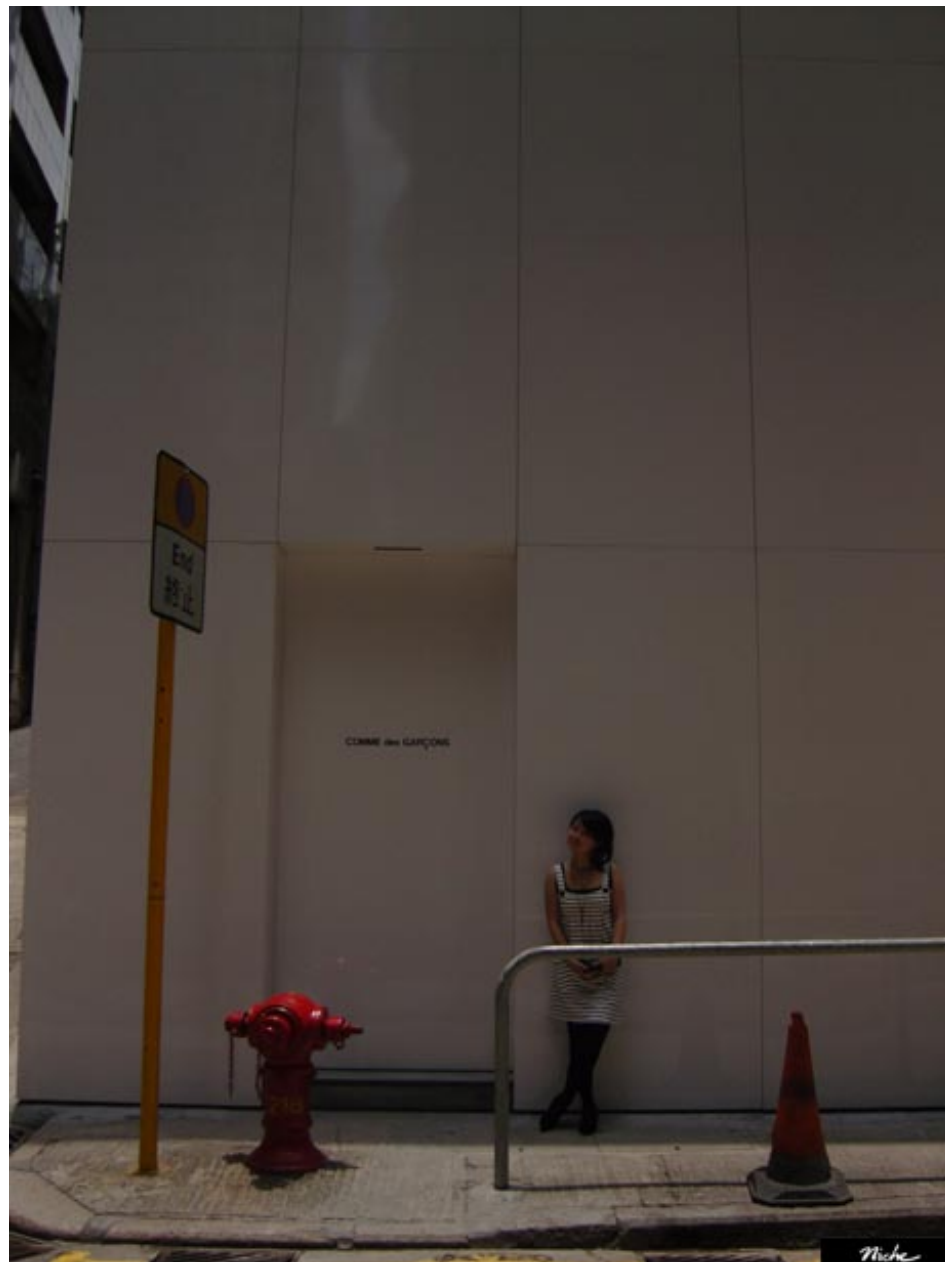




Bape at Central- the shopping experience is definitely a plus



We also visited Comme Des Garcon , DMOP and F.I.L (Visvim) at Central



Visvim, a must-go! However, most items were sold out.



Another nice place (Juice-with many bearbricks)



Me in Niche Pocket Tee



23 May 2007

We waited for egg tarts since 1am at Macau airport! Finally...at 8am...



Dinner with James and Ms Chia



22 May 2007

Off to Macau to iron out final details for Niche collection. This kept me awake throughout the journey...



18 May 2007



18 May 2007

Niche is ordering Fall/Winter 2007 Guilty Brotherhood:

<http://www.guiltybrotherhood.com/guilty-fall-winter-2007.pdf>

If you want any particular design, contact Niche NOW 😊

17 May 2007

Niche Pocket Series 01

Only 2 pieces available per design!



Sheep leather



Special polyester



Courduroy
Checkered Wool



Striped Wool
\$50 per design.
Grab them now, only at **Niche!**
17 May 2007
Sneak Preview of Wrongwoks!



**Winnie the pooh
swarovski bling shirt/hoody**

made with over 1500+ pieces
of swarovski form the image
on american apparel

size : girl/guy
S - xL



please go website for detail photos



**doraemon wearing adidas
swarovski bling shirt/hoody**

made with over 2000+ pieces
of swarovski form the image
on american apparel

size : girl/guy
S - xL



**hello kitty
swarovski bling shirt/hoody**

made with over 1500+ pieces
of swarovski form the image
on american apparel

size : girl/guy
S - xL



**KATE MOSS
FUCKING EXCLUSIVE
SWAROVSKI TEE
AND ZIP UP**

made with over 2000
+ pieces of swarovski
form the image
on american apparel
tee and nicely made
zipup own brand



size : guy tee
S - xL
guy hooded
zipup

M, L, XL





**Doradimon knitted badge
on white polo shirt**
size : (men)
S - XL



**Doradimon knitted badge
on grey polo shirt**
size : (men)
S - XL



PARIS HILTON or
Scarlett

PINK POLKADOTS
(FUCKING EXCLUSIVE)
2 color silkscreen print
on AAA alstyle american
t-shirt

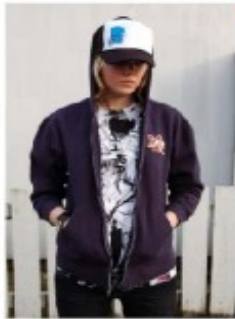
size : (men)
S - XL



KATE MOSS
FUCKING EXCLUSIVE
SWAROVSKI TEE
(GOLD SWAROVSKI)

made with over 2000
+ pieces of swarovski
form the image on american buffy tee

size : guy tee
S - XL



Doraemon trucker mesh cap
doraemon badge on white/black
high trucker cap

size : free



doraemon hoody
100% cotton, 330 gram
3 end fleece double dyed
to minimize color fading
and shrinkage.

size : (men)
S - XL

red ridding hood hoody

100% cotton, 330 gram 3 end fleece
double dyed to minimize color fading
and shrinkage.
size : (men)
S - XL



paris hilton - S
hand silkscreen print
on AAA alstyle american
t-shirt

size : (men)
S - XL



Paris Hilton PURPLE
hand silkscreen print
on AAA alstyle american
t-shirt
size : (men)
S - XL



Scarlett Johansson - E
hand silkscreen print
on AAA alstyle american
t-shirt

size : (men)
S - XL



Scarlett Johansson PURPLE
hand silkscreen print
on AAA alstyle american
t-shirt
size : (men)
S - XL

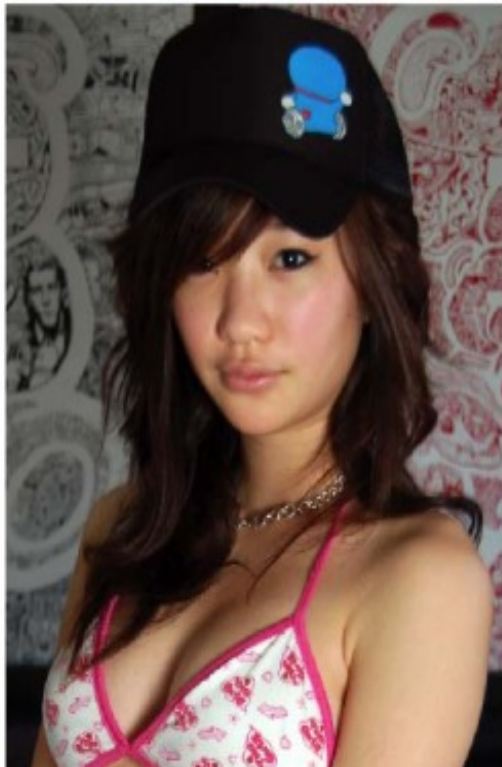


Doradimon T-shirt
hand silkscreen print
on AAA alstyle american
t-shirt
size : (men)
S - XL



**Grey Doradimon trucker
high mesh cap**

size : unisex



**BLACK Doradimon trucker
high mesh cap (FUCKING EXCLUSIVE)**

size : unisex



WRONGWROKS 2007 - LAST SUPPER
JESUS and JUDAZ limited edition tee



regular black on white tee or GOLD / SILVER BOXED on b/w tee

wrong7.jpg

13 May 2007

We have received an email from House 33!

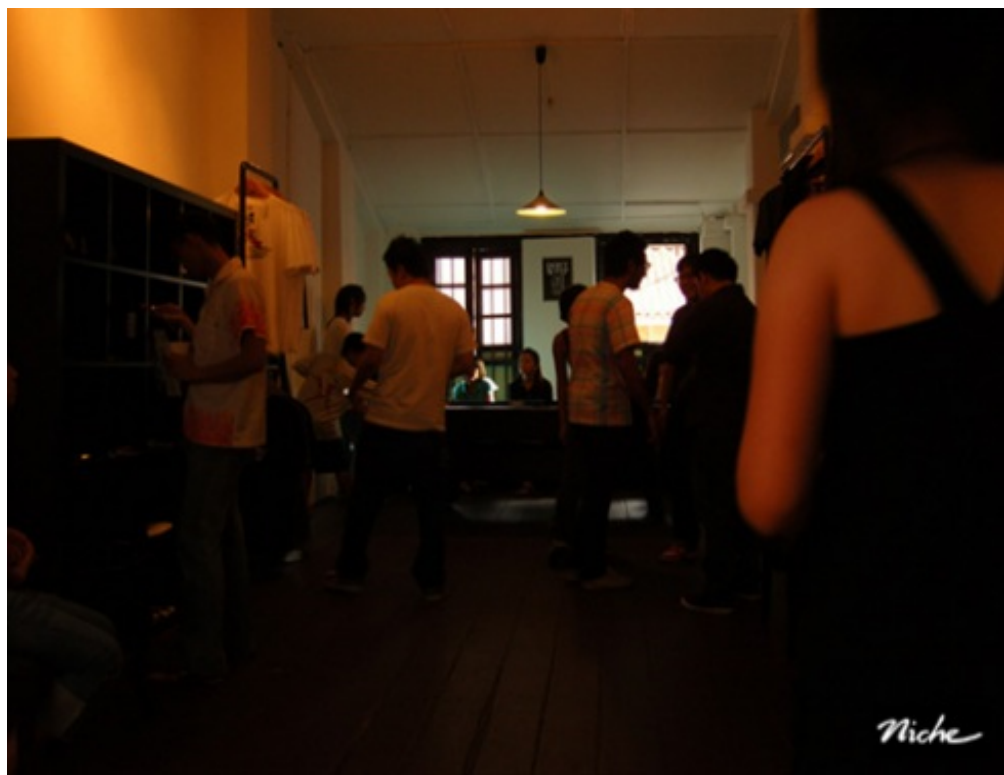
House 33 Summer collection will arrive Niche on June 25th 2007.

Only ONE piece is available for every size (M, L) of the seven designs. Be the ONE wearing this limited font-designer's piece.



Check out the other 4 designs of Summer Collection in "House 33" tab.

Niche Re-Launch Party on 29 April 2007



More pictures in “Photo Gallery”

28 April 2007

Niche in www.Streething.com !



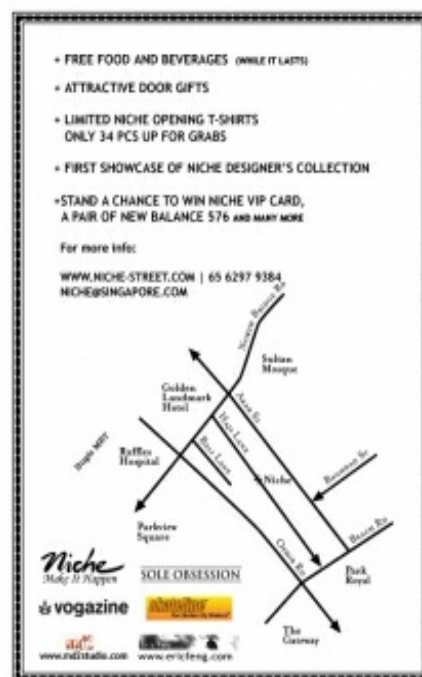
Thank you Choo EE 😊

28 April 2007



Niche stickers to be added into your collection!

26 APRIL 2007



NICHE RE LAUNCH PARTY

Date: 29 April 2007

Time: From 5pm till late

Venue: 34 Haji Lane Singapore 189227

Filed under: [Niche- Make It Happen](#) | [1 Comment](#)

niche collection
wrongwroks
house 33
3 Sixteen
guilty brotherhood
visual terrorist
L.A.A.

serutæf eht

090607 Wrongwroks is
coming...

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Want to be part of Niche? CALL
Eileen (96262364) for more info

46326269 ot ss

Want to receive Niche's monthly
promos and updates? SMS your
email address and name to
96262364 now!

skni l

8Five2
Frontal Labs
High Snobiety
Honeyee
Hypebeast
Itchyhandz
Knowledge
Lazy
Niche's ex-blog
Slamxhype
Streething
Vogazine E-Magazine
Vogue Magazine
Zeclay

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sevihcra

niche home

Niche- Make It Happen (1)

June 2007